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http://www.beyondcore.com
BeyondCore Leadership

Arijit (Apu) Sengupta, CEO, Founder

Experience: Oracle, Microsoft, RosettaNet, Yankee Group.

Held leadership roles in several eBusiness standards initiatives.


Benny Xian, COO, Co-founder

Harvard Business School MBA with Distinction;

Stanford BAs (Computer Science & Economics) with Distinction.

Experience: Transmeta, Motorola, Actel, Lightspeed.

Stanford MSEE. ©2005-08 BeyondCore Inc.
BeyondCore Overview

BeyondCore rapidly improves the output quality of in-house and outsourced transactional Business Processes such as application / invoice / claims / payroll / General Ledger / HR records processing.

- **Up to 80% accuracy improvement & ongoing accuracy monitoring**
- **Up to 50% operating cost reduction due to reduction of double-entry and re-work**
- **30% quality improvement in 1 week at Fortune 500**
- **35% operating cost reduction at leading BPO vendor**
- **6 times faster transition at Offshore 100 BPO vendor**
- **Up to 75% Total Cost of Ownership reduction for outsourced processes and on-going remote visibility of BPO vendors’ accuracy and TCO**
- **67% TCO reduction in weeks at US media co.**
BeyondCore Current Status

**Customers**
- 3 of the top 10 outsourcing vendors in the world
- Fortune 500 and S&P 500 clients
- Successful served clients on three continents

**Validations**
- Endorsed by CSIP (Chinese govt. agency)
- Mentioned in The World Is Flat Release 3.0

**Product**
- Third production release of core product
- Multiple patents pending
- Successfully proved at engagements at BPO vendors, BPO customers, and in-house processes
Backup Slides
The BeyondCore difference: Reports in minutes – not months; results in days

BeyondCore automates or eliminates 80% of the quality improvement activities

Traditional Error Root Cause Analysis

- Manual error identification & recordkeeping
- Identify & analyze ~60% of errors
- High-level error patterns
- Reports lack error details
- Months of training and / or expensive analysts
- Require months to produce results

BeyondCore

- Automatic
- Identify & analyze ~95% of errors
- Per employee & per document-field error patterns
- Dashboard with in-context error details
- 1 hr of training for supervisors; no impact on operators
- Raw data to finished report in minutes; results in days

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### BeyondCore customer validation

| 30% in 1 week | "In a matter of days, BeyondCore's unique solution identified easy-to-implement opportunities for improving our quality by 30%.”  
– Niraj Patel, CIO & EVP |
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<tr>
<td>GMAC Commercial Mortgage</td>
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| 80% in 1 week  
6X faster transition | "BeyondCore helped us transition a customer’s unique business process and reach their aggressive quality targets six times faster than usual. In just the first week of the transition project, BeyondCore software enabled us to improve output quality by more than 80%.”  
– Ashok Bildikar, President |
|----------------|---------------------------------------------------------------------------------|
| CALIBER POINT  
(CMMI Level 5 Offshore 100 BPO) |                                                                                  |

| 67% TCO Reduction in weeks | "BeyondCore helped us reduce the Total Cost of Ownership of an outsourced process by 67% and improve its quality by more than 80% in weeks. From across the world, we now have complete visibility into the error rate of our BPO vendor and 20% of the vendor’s fees are directly tied to their quality as measured by BeyondCore.”  
– Lee Goss, President and COO |
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Industry thought leader validation

William Martorelli (industry analyst)
“The quality with which an outsourced process is being performed is critical to BPO customers, particularly as standards for accuracy are escalating. Providers are turning to quality control tools like BeyondCore, which help identify which data entry fields are subject to recurring errors and which individual BPO agents are most error-prone, to help optimize delivery of BPO processes.”

Thomas L. Friedman
“BeyondCore developed a software algorithm able to detect and reduce errors in outsourced back-office work.”

Steve Hamm (author of Bangalore Tigers)
“I was impressed with the company's intellectual underpinnings. Clearly, Sengupta and his colleagues are determined to be thought leaders in the still-immature world of BPO and offshoring. They have created a new metric for the industry, Total Cost of Errors.”
A Fortune 1000 corporation wanted to improve the quality while reducing the quality-control expense of an insurance claim data-entry process. BeyondCore analysis helped reduce the error rate by more than 82% and reduced operating costs by up to 20% in three weeks.

Quality improved by 82%
Labor cost reduced by 20%
What does 99% accuracy mean for a document with 50 fields?

Tactical: Complies with SLA

1 field out of every 100 has an error

Strategic: Fails Business Goals!

Up to 50% of documents contain errors

Real example from Offshore 100 BPO vendor serving US Insurer:
- Complied with 99.5% accuracy Service Level Agreement (SLA), but:
- Over 17% of claims contained critical errors, over 40% had errors
Which option do you prefer?

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<tr>
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<th>In-house</th>
<th>BPO Vendor</th>
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<tr>
<td>Price per transaction:</td>
<td>$1.00</td>
<td>$0.70</td>
</tr>
<tr>
<td>% of transactions with errors:</td>
<td>1.0%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Downstream average cost per error:</td>
<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Cost of errors per transaction:</td>
<td>$3.00</td>
<td>$3.30</td>
</tr>
<tr>
<td>TCO per transaction:</td>
<td>$4.00</td>
<td>$4.00</td>
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Simplified disguised example based on an US-based insurer: 10% increase in error rates wipes out a 30% cost difference.
References

Beyond merely asserting 'Quality is Key'


Total Cost of Errors website [http://www.totalcostoferrors.com]

BeyondCore, Inc. [http://www.beyondcore.com]